



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

American Rambler Productions  
138 Conant St  
Beverly, MA 01915

# Contract # 1354022

Schedule Dates 08/15/12-08/21/12  
Advertiser Romney for President (25779)  
Agency American Rambler Productions (11943)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand ROMNEY FOR PRESIDENT (435559)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name KINCA,STEPHANIE  
Phone/Fax /  
CPE 159  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments ROMNEY FOR PRESIDENT  
JONATHAN VITTI  
SHARE = 2%

Date Entered 08/13/12  
Last Modified 08/13/12  
Entered By Lisa Carter  
CO-OP No  
Headline # ECR09790394  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$471.00  
Net Total \$2,669.00  
Sales Tax

Greensboro (WXLV)  
By Broadcast Month Spots Rate  
Aug. 2012 31 \$3,140.00  
Grand Total: 31 \$3,140.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/15/12-08/17/12	4	:30	7A- ABC-Good Morning America				1	1	1			3	\$25.00	\$75.00	Greensboro (WXLV)	GMA ABC	8/13/12
2.0	Normal Line / SPOT (2)	08/20/12-08/21/12	4	:30	7A- ABC-Good Morning America		1	1						2	\$25.00	\$50.00	Greensboro (WXLV)	GMA ABC	8/13/12
3.0	Normal Line / SPOT (3)	08/20/12-08/21/12	4	:30	3P- ABC-General Hospital		2	2						4	\$85.00	\$340.00	Greensboro (WXLV)	GENERAL HOSPITAL	8/13/12
4.0	Normal Line / SPOT (4)	08/15/12-08/17/12	4	:30	3P- ABC-General Hospital	5			X	X	X			5	\$85.00	\$425.00	Greensboro (WXLV)	GENERAL HOSPITAL	8/13/12
5.0	Normal Line / SPOT (5)	08/20/12-08/21/12	4	:30	7P- Family Feud		1	1						2	\$135.00	\$270.00	Greensboro (WXLV)	FAMILY FEUD	8/13/12
6.0	Normal Line / SPOT (6)	08/15/12-08/17/12	4	:30	7P- Family Feud				1	1	1			3	\$135.00	\$405.00	Greensboro (WXLV)	FAMILY FEUD	8/13/12
7.0	Normal Line / SPOT (7)	08/20/12-08/21/12	4	:30	7-28:30P- Family Feud 8		1	1						2	\$155.00	\$310.00	Greensboro (WXLV)	FAMILY FEUD	8/13/12
8.0	Normal Line / SPOT (8)	08/15/12-08/17/12	4	:30	7-28:30P- Family Feud 8				1	1	1			3	\$155.00	\$465.00	Greensboro (WXLV)	FAMILY FEUD	8/13/12
9.0	Normal Line / SPOT (9)	08/20/12-08/21/12	4	:30	11:35P- ABC-Nightline				1					2	\$40.00	\$80.00	Greensboro (WXLV)	ABC NIGHTLINE	8/13/12
10.0	Normal Line / SPOT (10)	08/15/12-08/17/12	4	:30	11:35P- ABC-Nightline	2			X	X	X			2	\$40.00	\$80.00	Greensboro (WXLV)	ABC NIGHTLINE	8/13/12
11.0	Normal Line / Prime (11)	08/17/12-08/17/12	4	:30	9-01P- ABC-20/20 (Friday)						1			1	\$300.00	\$300.00	Greensboro (WXLV)	20/20	8/13/12
12.0	Normal Line / SPOT (12)	08/19/12-08/19/12	4	:30	10:58-40A- ABC-This Week								1	1	\$65.00	\$65.00	Greensboro (WXLV)	THIS WEEK	8/13/12
13.0	Normal Line / Prime (13)	08/19/12-08/19/12	4	:30	6:58:56P- ABC-Americas Funniest Videos (Sunday)								1	1	\$275.00	\$275.00	Greensboro (WXLV)	AFV	8/13/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Madeleine Burr</i>	8/15/12	

2

6/2/9

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product ROMNEY FOR PRESIDENT  
Estimate# 159  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //1/59  
Flight Dates 08/15/2012 - 08/21/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	W-F	08/15-08/17	7A-9A	GMA ABC	.30	\$25.00	3	1	3	\$75.00
2	M-TU	08/20-08/21	7A-9A	GMA ABC	.30	\$25.00	2	1	2	\$50.00
3	M-TU	08/20-08/21	3P-4P	GENERAL HOSPITAL	.30	\$85.00	4	1	4	\$340.00
4	W-F	08/15-08/17	3P-4P	GENERAL HOSPITAL	.30	\$85.00	5	1	5	\$425.00
5	M-TU	08/20-08/21	7P-730P	FAMILY FEUD	.30	\$135.00	2	1	2	\$270.00
6	W-F	08/15-08/17	7P-730P	FAMILY FEUD	.30	\$135.00	3	1	3	\$405.00
7	M-TU	08/20-08/21	730P-8P	FAMILY FEUD	.30	\$155.00	2	1	2	\$310.00
8	W-F	08/15-08/17	730P-8P	FAMILY FEUD	.30	\$155.00	3	1	3	\$465.00
9	M-TU	08/20-08/21	1130P-12A	ABC NITELINE	.30	\$40.00	2	1	2	\$80.00
10	W-F	08/15-08/17	1130P-12A	ABC NITELINE	.30	\$40.00	3	1	3	\$120.00
11	F	08/17-08/17	10P-11P	20/20	.30	\$300.00	1	1	1	\$300.00
12	SU	08/19-08/19	11A-12P	THIS WEEK	.30	\$65.00	1	1	1	\$65.00
13	SU	08/19-08/19	7P-8P	AFV	.30	\$275.00	1	1	1	\$275.00

Rep Order# 9790394 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/13/2012 1:50 PM  
Last Received: 08/13/2012 12:47 PM  
Showing Buylines: All Lines

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Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product ROMNEY FOR PRESIDENT  
Estimate# 159  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

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Agency C/P1/P2/E //159  
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Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

Ln Day Dates Time

Program

Len

Rate

Spots/Week

# of Weeks

Total Spots

Total Cost

---REPORT TOTALS---

Report Totals. 32 / \$3,180.00

---SALES MONTHLY TOTALS---

Aug 12. 32 / \$3,180.00

Sales Totals. 32 / \$3,180.00

Station Totals. 32 / \$3,180.00

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$159,000

CABL 0%  
WGHP 37%

UNKN 0%  
WMIV 0%

WBFX 0%  
WUPN 0%

WCMG 0%  
WXII 36%

WPMY 25%  
WXLV 2%

Books null  
Demos RA35+

CK 3653